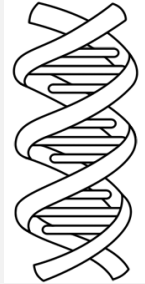


Mapping History

One of the most important parts of every organizational narrative is the story of how the business got to where it is today. Legacy brands, past successes, and stories of challenges overcome have emotional impact and resonance. Here's how and why to map history to build engagement and purpose.

Birth and origins



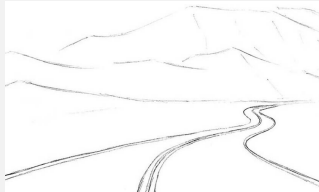
Questions to explore

- Who founded the business?
- Why did they start the business?
- What drove them?
- What were their aspirations?

Why they are important

- Articulate the “DNA of the business” with founder stories
- Value people above product and service
- Remind people of L-T values

Early years



- What were the early challenges?
- What were the breakthroughs?
- What drove success?
- What individuals and their exploits played an important role?

- Icons, myths and heroes make identity more tangible and accessible
- Stories of success inform values and help people understand them
- Create pride in the challenges that the business has overcome

Crises



- What problems did growth bring?
- How did leadership evolve as the business grew?
- What shifts in control helped the business develop?
- How did customer service evolve?

- Build resilience – business has capability to face and overcome difficulties
- Acknowledge challenges – be authentic
- Surface lessons learned as business matured
- Explore how lessons from the past inform current priorities

Recent past



- How did we get to where we are now?
- What are some of the core strengths and opportunities?
- What are some of the weaknesses and threats?

- Connect past to present
- Demonstrate recognition for efforts and work of current people
- Demonstrate respect for legacy
- Lay grounds for need to change
- Build confidence

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